



December 12, 1995

Cumberland Farms
Regional Office
573 Kelly Blvd.
No. Attleboro, MA 02760

Mr. James Maquire
Sr. VP of Sales
R.J. Reynolds Co.
Winston-Salem, NC 27102

Dear Mr. Maquire:

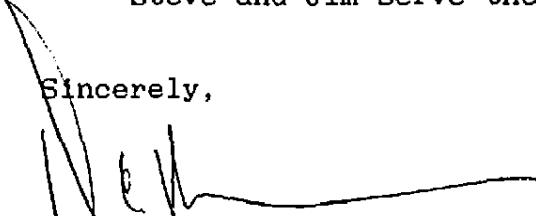
It give me great pleasure to inform you of the meeting which took place in Mansfield, MA on November 22, 1995. The objective of this meeting was to form a better understanding of our business as it relates to R.J. Reynolds and give your reps the understanding of how our area managers work in the market.

It was decided a breakfast meeting would offer the best opportunity to meet and make plans to better our position with R.J. Reynolds and in the marketplace. We assembled representatives and area managers, layed out our program, and allowed them to work together to define goals to maximize your program.

Jim Muruso and Steve Manos have worked hard to accomplish our goal of 100% compliance with our program. They have demonstrated to me that R.J. Reynolds will go the extra mile to serve the customer. In Region 64 our action statement for 1996 is a quote from Ray Crock of McDonalds: "if you are not serving the customer you better be serving the one's that are".

Steve and Jim serve the customer!

Sincerely,


David Alger
Regional Manager

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